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# How to Engage and Partner with the Foodservice Community

January 20, 2022

# Webinar housekeeping notes

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- All lines will be placed on mute for the duration of today's webinar.
- Questions can be asked throughout the webinar using the Question box.
- Questions can also be sent to [charlie@ifmaworld.com](mailto:charlie@ifmaworld.com)
- This webinar will be recorded and a copy of that recording and slides will be posted to [www.ifmaworld.com](http://www.ifmaworld.com)

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# How to Engage and Partner with the Foodservice Community

January 20, 2022

# About IFMA

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- Celebrating 70<sup>th</sup> year
- 300+ Company Members
- Exclusive focus on helping companies & individuals grow in foodservice

# IFMA Centers of Excellence

## Centers of Excellence

### Connectivity

- COEX
- Presidents Conference
- Marketing & Sales Conference
- Gold & Silver Plate Celebration
- Awards

### Insights

- Consumer Planning Program
- Foodservice Fundamentals
- Strategic Issues Series
- IFMA SCOPE
- Foodservice Leadership Councils
  - K-12
  - C&U
  - B&I
  - Healthcare
  - Restaurants

### Best Practices

- Go-to-Market Planning Program
- Operator Collaboration Model
- Joint Business Planning
- Supply Chain Optimization
- GS1

### Training & Education

- In-Person & On-Demand Foodservice Fundamentals
- Sales Negotiation
- National Account Development
- Webinars
- And more to come!

# Operators & Manufacturers



# Panelists



**Ryan Cigler**  
Senior Partner,  
SPEC, Inc.



**Heather Goewey**  
Partner,  
Esrock



**Jack Li**  
CEO,  
Datassential

# Upcoming Events

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- Live Conversation Webinars – Jan. 31 – Feb. 4
- Foodservice Fundamentals – Mar. 22 Chicago IL
- Gold & Silver Plate Awards – May 21 Chicago IL
- AND



# IFMA CHAIN OPERATORS' EXCHANGE

**REGISTER NOW**

**March 6 - 8**

**Austin, TX**





# Foodservice Education Center



**Online Learning**

**On Your Schedule**

**Download All Materials**

**Best Practices in National Account  
Development**

**Foodservice Fundamentals**

**And Many More**

# Looking to grow your business?

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For information on IFMA events go to [www.ifmaworld.com/events](http://www.ifmaworld.com/events)

For information on how you can become an IFMA Associate Member contact Helen Heilich, Sr. Director Membership 312-504-1892 or [helen@ifmaworld.com](mailto:helen@ifmaworld.com)